



**South Park Stakeholders Group – SOBO/EBO Meeting  
October 13, 10:00 AM – 11:30 AM  
1333 S. Hope St, Los Angeles, CA 90015**

**Committee Members:** Robin Bieker, Bob Buente, Nate Nusbaum

**Staff/Contract:** Jessica Lall, Priscilla Hsu, Josh Kreger, Sergio Urena, Victor Gonzalez

**Guests:** Doyle McDonald, Terri Rubinroit, Ann Hickambottom, Phillip Lin, KC Yasmer, Jeff Baderschater, Denise Mendoza, Channing Henry

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
<b>Meeting called to order:</b>	10:02 AM by Bob Buente	
Public Comment/Introductions	No public comment  Introduction to Josh Kreger, new Director of Real Estate and Planning	<b>No Action Taken</b>
Review and discuss RFP for SPII & Select Interviews	<p><b>Jessica Lall:</b> We are starting services January 1.</p> <p>Total budget is \$278. Cost estimates that came in from LACC for clean only, Chrysalis for clean only, and Streetplus for clean and safe were at \$278, \$378, and \$278 respectively.</p> <p>An SP2 Committee met earlier and is moving forward with the recommendation to hire StreetPlus for the first two years. The decision came down to budget and the fact that capital equipment is included in the budget.</p> <p><b>Bob Buente:</b> The cost was kind of obvious to us. A complete package for \$278 is a very good price and within budget. They thought it through and thought we needed more clean rather than safe based on the type of people in that BID.</p> <p><b>Jessica Lall:</b> The question may be how they could come in at such a low rate. I think the highest cost is with hiring and they train people to do both clean and safe. SP2 will talk to StreetPlus about more of what they would like to see. They will handle the purchase of capital equipment.</p>	<b>Nate Nusbaum moves to recommend the approval of StreetPlus for the contract to manage safety and clean services in South Park 2. Bob Buente seconds. All in favor. None opposed.</b>

	<p><b>KC Yasmer:</b> Isn't there a point in time when the SPBID and SP2BID renew together?</p> <p><b>Jessica Lall:</b> Good question, this would be a 2 year contract. When the BIDs renew, we'll reevaluate the entire setup.</p> <p><b>KC Yasmer:</b> So we will have the opportunity to have this conversation again in 2 years?</p> <p><b>Jessica Lall:</b> Yes, and just as a reminder the two BIDs will have separate resources, separate budget. There are different needs until the BIDs become more aligned in two years.</p> <p><b>Channing Henry:</b> So your recommendation is to go with what we've gone with in the past and we're happy with that?</p> <p><b>Bob Buente:</b> No, what we've done in the past is that maintenance and safety have been two separate contracts with two separate vendors. What we're proposing is one vendor to handle both safety and maintenance. And that vendor would be StreetPlus, only one of the two current vendors.</p> <p><b>Channing Henry:</b> I'm comfortable with that. The current proposal looks good.</p> <p><b>Jessica Lall:</b> Moving forward, South Park Stakeholders Group is the managing entity. SP2 will be the committee that approves everything. Because of that, the SPSG meeting next week will need to formally approve this contract.</p> <p>[Conversation about SP2 governance]</p>	
Review My Fig Scope of Work/RFP & recommend approval	<p>The MyFigueroa project is a multi-modal project to increase walk lanes, bike lanes, things of that nature. I had asked the team if there was money left over to be considered for use towards the Pico Metro Station. I received an email a few months ago from DOT (the project manager) that said they have about \$2 million in funding that could go to MyFigueroa if the BID is willing to take on the project.</p>	<p><b>Bob motions to recommend with following edits to the board. Nate seconds. All in favor. None opposed.</b></p> <p><b>Edits: Add</b></p>

	<p>The idea is that the BID would consider all areas around the Pico Metro Station as the gateway to venues. Basically how this would work is DOT receives money from the state and paying for the improvements. What DOT would do is list SPBID as an alternate payee for money from the state, allowing us to receive reimbursement for any money spent on projects and work in or around the Pico Metro Station. This wouldn't reconfigure streets or anything but more like planters, art, guardrail, improving safety. Signage and things of that nature. We outline in the RFQ what some of those project ideas would look like.</p> <p><b>KC Yasmer:</b> \$2 million is in excess of the project?</p> <p><b>Jessica Lall:</b> They said up to \$2 million dollars but we would need to get a contract, start the work, and then eventually get reimbursed by the state. The BID would get a 10% management fee for the project. The money would need to be spent by the next of 2016 or receipts are at least retained.</p> <p>This is sort of a new area of work for the BID. We want to go through more of a community process for weigh-in from folks to see what they would like to see. We are required to get quotes from three vendors and we are required to choose the lowest cost. The city would really allow the BID to do most of the work. What DOT would do is serve as our liaison to city agencies.</p> <p><b>Nate Nusbaum:</b> You said these are state funds? The hospital when it was built, we found there were a lot of strings attached. Do we know what they want from the BID when this is all completed?</p> <p><b>Jessica Lall:</b> As far as I know, there are none. They only thing they are asking is that our work falls under the scope of work for the MyFig project. For example, we can't create more parking spaces as the whole point of the MyFig project is to get people out of their cars.</p> <p><b>Bob Buente:</b> I think once we've picked a vendor</p>	<p><i>trashcans. Extend down to 11<sup>th</sup> on Broadway. Lighting on Grand bear 12<sup>th</sup>. Submittal should require schedule.</i></p>
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	<p>we should go up to Sacramento to clarify what documentation they need and what we can do.</p> <p><b>Jessica Lall:</b> To Bob’s point I think we need to hear it straight from the state and not just the city to make sure we’re going down the right path that ensures we are reimbursed for any work.</p> <p><b>Bob Buente:</b> We need to make sure we have the authority to do it.</p> <p><b>KC Yasmer:</b> When will DOT tell you what budget you have to work with?</p> <p><b>Jessica Lall:</b> It doesn’t work that way. We have to propose a budget or a plan to them under \$2 million, then we’ll go meet with the state to make sure it is reimbursable. So we would like to get this proposal done quickly.</p> <p><b>Bob Buente:</b> How far along is the MyFig project?</p> <p><b>Jessica Lall:</b> They have a vendor chosen and they’ve been meeting about the start. They have money allocated in case they go over in case they don’t stick to their budget.</p> <p><b>Nate Nusbaum:</b> I would highly recommend that Jim Pugh and Fernando Villa look at the contract.</p> <p><b>Terri Rubinroit:</b> Can it include lighting? It’s very very dark around 12<sup>th</sup> around the Pico Station.</p> <p><b>Jessica Lall:</b> Right, so we need to clarify with them regarding project scope. Their scope is Fig and 11<sup>th</sup> but they’re also doing lighting improvements but geographically I don’t know how far we can get.</p> <p>What we are looking for is for the Board to approve the RFQ. This is a project that would fall under SOBO-EBO just to be clear. Vendor selection, project scope, etc.</p> <p>This is an RFQ for design, not construction. If any of you have experience with construction, it’s a little out of the scope of our knowledge.</p>	
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	<p>To use the money by the end of next year, we need to move promptly to get the timeline going.</p> <p>Our RFQ is basic urban design, pedestriazation. Wayfinding, bike racks, crosswalks that can help connect with the new developments around the station, things that make the station more appealing.</p> <p><b>KC Yasmer:</b> Is there anything from SP that you'd like to extend to South Park 2?</p> <p><b>Jessica Lall:</b> We don't have anything yet that is district defining identity like street benches or anything like that. The street tree palate is something we've actively been working on but we will be actively thinking about that in the future. If you have ideas on what those would be and what you would like to see...</p> <p><b>Ann Hickambottom:</b> So you said it could go down 11<sup>th</sup> to Broadway? [The YWCA] would have some input on the project scope if it does go from Broadway down to Fig on 11<sup>th</sup>.</p> <p><b>Terri Rubinroit:</b> Down by Pershing Square there are the big belly solar trashcans. Have we had any more feedback on that?</p> <p><b>Jessica Lall:</b> We need the buildings to help because the BID is very limited in terms of budget. Most of the places they are in the city received council money to help install them. It's not particularly efficient if you only have one or two. It seems to me everyone wants them but doesn't want to pay for them.</p> <p>The CD14 has not allocated any money for this but we can ask again. In terms of reducing labor cost, they work well when there are a lot of them.</p> <p><b>Terri Rubinroit:</b> Are there any low-cost alternatives? I'm more concerned about people going into the trashcans.</p> <p><b>Victor Gonzalez:</b> The city has new trashcans but</p>	
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	<p>people will still get in them if they want to.</p> <p><b>Jessica Lall:</b> My question then is what we need most? Trashcans or bodies on the street?</p> <p><b>Terri Rubinroit:</b> Trashcans will keep people off the street.</p> <p><b>Bob Buente:</b> But if trashcans are hard to get things out, it's hard to put things in. We have to spend money on people to go and pick things up.</p> <p><b>Terri Rubinroit:</b> Are people allowed to sleep on the street after 9PM?</p> <p><b>Sergio Urena:</b> Yes. The BID can't do anything about it if they are on public property from 9:00 PM – 6:00 AM. The only exception is if they are blocking an emergency exit.</p> <p><b>Jessica Lall:</b> You are welcome to report anything but we are limited in our ability to respond. Maybe what we can do is see if we can use add garbage cans to the list of things for the RFQ scope. We can look into going further down 11<sup>th</sup> street as part of the project scope as well.</p> <p><b>KC Yasmer:</b> I think this is a great opportunity.</p> <p><b>Nate Nusbaum:</b> Earlier you mentioned identity defining, curious if those conversations are taking place in the marketing committee?</p> <p><b>Jessica Lall:</b> Yes. Those types of questions, banners, identity-defining; wayfinding is a bigger question that we are waiting on.</p>	
Hope Street Programming Update & Grants Writing	<p><b>Jessica Lall:</b> We had a lot of success with our event on Hope St. We've been looking at ways to convert places on Hope to create more public space. Seleta Reynolds, General Manager of DOT, is really in support of creating more ways to make Hope St. a more pedestrian friendly street, whether that's one block, two blocks, partial closure. It's something we are going to start discussing with some of the owners on Hope St. Nothing permanent is on the table at all. We're thinking of doing something temporary for a short</p>	<p><i><b>SPSG staff will review ideas and plans to present at the next SOBO meeting (December 2).</b></i></p>

	<p>amount of time, maybe programming the street for a month to see what reception is like.</p> <p>[Terri Rubinroit would like the BID to consider vehicle access. ]</p> <p><b>Jessica Lall:</b> We're really talking about the block between 12<sup>th</sup> and 11<sup>th</sup>, 11<sup>th</sup> and Olympic. Are there other things folks would like to see?</p> <p><b>Nate Nusbaum:</b> The further north from the hospital the better to ensure emergency access.</p> <p><b>Phillip Lin:</b> I think people are definitely interested in public space, art.</p> <p>[Recommendations for farmer's markets, art fair, street fairs, film screenings.]</p> <p>We've thought about movable grass pieces. Programming and temporary fixtures. Like playground equipment, planters, astroturf grass.</p> <p><b>Channing Henry:</b> I think greening is important. The park idea is tough because of what's happening with the Spring Street park.</p> <p><b>Jessica Lall:</b> Temporary and movable are the key words. Josh has put together a report on the economic impact on wellness.</p> <p><b>Josh Kreger:</b> There's a lot of research coming out about the effect of green space on mental health. I've put together a short powerpoint that talks about some of the wellness material. Urban green spaces also affect property values.</p> <p><b>Robin Bieker:</b> Maybe we can reach out to AEG since they're moving into the Desmond.</p> <p><b>Jessica Lall:</b> We'll work on this more and bring more to the next SOBO meeting.</p> <p><b>Nate Nusbaum:</b> Just as a reminder, with Venice Hope Park as the only park in the area, if you have ideas for programming you are welcome to contact us as well.</p>	
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Updates	Annual Meeting is December 8 at the hospital. Assemblyman Santiago and the City Attorney may be speaking.	<b>No Action Taken</b>
Discussion: Priorities for next year	<b>Bob Buente:</b> If you have ideas for anything we've been talking about, send them to me, Jessica, or Josh so that we have ideas on what we want to do next year.	<b>No action Taken</b>
<b>Next Meeting</b>	December 2, 2015: 9:30 AM	

**Adjourned at:** 11:11 AM

**NEXT STEPS:**

- **Staff will:**
  - **Josh will send Ann Hickambottom what is on the project docket for MyFig.**